

## **ABSTRACT OF THE DISCLOSURE**

**A non-pull cord operable Venetian blind includes a retaining device located at each end of a lower beam of a Venetian blind therein in working with a retaining cord. The retaining device is made up of a holding sleeve, a driven member adapted at the holding sleeve therein, a limiting spring joined to one side of the driven member with a pair of left and right stop legs protruding at a limiting hole of the holding sleeve, a rotary member to activate the driven member therewith, and an outer cap applied at the outer side of the holding sleeve. The retaining cord is wound through alternative left and right blades of the rotary member and clamped by abutting ribs of the holding sleeve before led straight downwards to be securely located at a windowsill at the bottom end thereof. Via the guidance of the retaining cord, the rotary member of the retaining device is rotated either counter-clockwise when the lower beam is pushed upwards to gather up the Venetian blind, or clockwise when the lower beam is drawn downwards to unfold the Venetian blind thereof. Meanwhile, three layers of frictional resistance are formed therewith in operation, ensuring the smooth and precise movements of the Venetian blind without any other pull cords applied thereon so as to keep the safety of children in the household.**